



## Introducing the Electro-Coated Personna.

The old way of finishing a blade was with a spray-on coating of miracle plastic. It was a hit-or-miss proposition.

We were looking for a more precise way to coat a blade. And we discovered electricity.

We *electrostat* the coating on. This creates an almost flawless fusion between the blade and the plastic.

What does this mean to you?

It means the first shave may be the smoothest you ever had.

It means your second,

third and fourth shaves will be just as smooth as the first smoothie.

And even by the fifth time around, this blade will still be shaving you like it's never been used before.

In fact, we'll stack this blade up *used* against a new blade made by our leading competitor.

That's quite a challenge. But then, this is quite an improvement in blades.



"Advanced Personna."  
The  
Electro-Coated Blade.



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